

# KATZ TELEVISION GROUP

125 West 55th St  
New York, NY 10019

**Contract #** 25275655  
**CPE:** 278/295/5288  
**Agency:** GMMB  
GMMB 3050 K ST NW  
WASHINGTON DC  
20007

**Comments:** revised lines 3,20,22,25, NCIT.

**Changes as of:** 9/27/2016 at 5:08 PM  
**Flight:** 10/4/16 - 10/10/16  
**Advertiser:** CLINTON, HILLARY  
**Product:** TV  
**Agency Order #:** 5330673  
**Buyer:** Gilroy, Maura  
**Salesperson:** TREVOR HEATON  
202-955-5342

**Version:** Highlighting Revision 4  
**Station:** WPGH  
**Market:** Pittsburgh  
**Office:** WASHINGTON  
**Primary Demo:** Adults 35+  
**Con Type:** POLITICAL/NOTE  
**Assistant:** TREVOR HEATON  
202-955-5342

**Total \$:** \$30,165.00  
**Total Spots:** 62  
**Total CPP:** \$189.96  
**Total GRP:** 158.8  
**Traffic #:** 2616734  
**Separation:**

#	Day/Time	DP	Program	Rate	A3SP Rating	Len	10/4 - 10/4		Total Spots	Total \$	CPP	GRP
							10/4					
1	Tu-F,M 10a-11a		TMZ LIVE	\$45.00	0.2	30	2		2	\$90.00	\$225.00	0.4
2	Th-F,M 1p-2p		America's Court	\$45.00	0.4	30	5		5	\$225.00	\$112.50	2.0
REV+3	Tu-F,M 3p-4p		JERRY SPRINGER	\$50.00	0.4	30	3	5	5	\$250.00	\$125.00	2.0
4	Tu-F,M 4p-5p		MAURY	\$75.00	0.8	30	4		4	\$300.00	\$93.75	3.2
5	Tu-F,M 5p-6p		HARRY CONNICK	\$125.00	0.9	30	5		5	\$625.00	\$138.89	4.5
6	Tu-F,M 6p-6:30p		Big Bang Theory	\$375.00	2.7	30	5		5	\$1,875.00	\$138.89	13.5
7	Tu-F,M 6:30p-7p		Two & A Half Men	\$375.00	2.4	30	4		4	\$1,500.00	\$156.25	9.6
8	Tu-F,M 7p-7:30p		Big Bang Theory	\$500.00	3.3	30	4		4	\$2,000.00	\$151.52	13.2
9	Tu-F,M 7:30p-8p		Two & A Half Men	\$500.00	3.0	30	4		4	\$2,000.00	\$166.67	12.0
10	Tu-F,M 11p-11:30p		Seinfeld	\$150.00	1.0	30	2		2	\$300.00	\$150.00	2.0
11	M 8p-9p		GOTHAM	\$1,200.00	6.9	30	1		1	\$1,200.00	\$173.91	6.9
12	W-F,M 10p-11p		Channel 11 News-FOX53 @ 10P	\$500.00	2.5	30	4		4	\$2,000.00	\$200.00	10.0
13	Tu-F,M 10p-11p		Channel 11 News-FOX53 @ 10P	\$500.00	2.5	30	3		3	\$1,500.00	\$200.00	7.5
14	Tu 8p-9p		Brooklyn Nine-Nine(R)/New Girl(R)-FOX	\$750.00	4.9	30	1		1	\$750.00	\$153.06	4.9
15	W 9p-10p		EMPIRE	\$2,500.00	8.6	30	1		1	\$2,500.00	\$290.70	8.6
16	Su 10p-11p		Channel 11 News-FOX53 @ 10P	\$500.00	2.8	30	0		0	\$0.00	\$178.57	0.0
17	Tu-F,M 11:30p-12m		Seinfeld	\$150.00	1.1	30	5		5	\$750.00	\$136.36	5.5
18	Sa 7:30p-11p		FOX College Football Prime Game	\$500.00	2.5	30	1		1	\$500.00	\$200.00	2.5
19	Su 12n-1p		FOX NFL SUNDAY	\$600.00	2.5	30	1		1	\$600.00	\$240.00	2.5
REV-20	Su 1p-4p		NFL	\$1,800.00	8.0	30	1	0	0	\$0.00	\$225.00	0.0



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Flight: 10/4/16 - 10/10/16

Advertiser: CLINTON, HILLARY

Product: TV

Agency Order #: 5330673

Buyer: Gilroy, Maura

Salesperson: TREVOR HEATON  
202-955-5342

Version: Highlighting Revision 4

Station: WPGH

Market: Pittsburgh

Office: WASHINGTON

Primary Demo: Adults 35+

Con Type: POLITICAL/VOTE

Assistant: TREVOR HEATON  
202-955-5342

Total \$: \$30,165.00

Total Spots: 62

Total CPP: \$189.96

Total GRP: 158.8

Traffic #: 2616734

Separation:

#	Day/Time	DP	Program	Rate	A35P Rating	Len	10/4 - 10/4		Total Spots	Total \$	CPP	GRP
							10/4	10/4				
REV+ 21	Su 4p-7p		NFL	\$3,500.00	10.0	30	1	2	2	\$7,000.00	\$350.00	20.0
REV- 22	Su 7:30p-8p		THE OT	\$3,000.00	9.0	30	1	0	0	\$0.00	\$333.33	0.0
23	Tu 9p-11p		PRESIDENTIAL DEBATE	\$1,500.00	10.0	30	1		1	\$1,500.00	\$150.00	10.0
24	Su 9p-11p		PRESIDENTIAL DEBATE	\$1,500.00	12.0	30	1		1	\$1,500.00	\$125.00	12.0
REV+ 25	Th 9p-10p		PITCH	\$1,200.00	6.0	30	0	1	1	\$1,200.00	\$200.00	6.0
TOTALS: 62									62	\$30,165.00	\$189.96	158.8

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<b>Contract #</b> 25275655	<b>Changes as of:</b> 9/27/2016 at 5:08 PM	<b>Version:</b> Highlighting Revision 4	<b>Total \$:</b> \$30,165.00
<b>CPE:</b> 278/295/5288	<b>Flight:</b> 10/4/16 - 10/10/16	<b>Station:</b> WPGH	<b>Total Spots:</b> 62
<b>Agency:</b> GMMB	<b>Advertiser:</b> CLINTON, HILLARY	<b>Market:</b> Pittsburgh	<b>Total CPP:</b> \$189.96
<b>GMMB 3050 K ST NW</b>	<b>Product:</b> TV	<b>Office:</b> WASHINGTON	
<b>WASHINGTON DC 20007</b>			

<b>Agency Order #:</b> 5330673	<b>Buyer:</b> Gilroy, Maura	<b>Primary Demo:</b> Adults 35+	<b>Total GRP:</b> 158.8
<b>Salesperson:</b> TREVOR HEATON	<b>202-955-5342</b>	<b>Con Type:</b> POLITICAL/VOTE	<b>Traffic #:</b> 2616734
		<b>Assistant:</b> TREVOR HEATON	<b>Separation:</b>
		<b>202-955-5342</b>	

## Special Instructions

## Order Level Comments

Date/Time	Added by	Comment
09/28/16 1:27 PM	TREVOR HEATON	revised lines 6-9 to clear, added line 26 revised total \$38,540 (+\$8375)
09/27/16 5:08 PM	TREVOR HEATON	revised lines 3,20,22,25, NCIT.
		LN 20 NA: 1X SUN 10/9 DT PRG CHG OFFR: 1X MON 10/5 LETHAL WEAPON 8-9P @ \$1000
		LN 22 NA: 1X SUN 10/9 DT PRG CHG OFFR: 1X SUN 10/9 NFL 4-7P @ \$3500 & 1X SAT 10/8 COLLEGE FOOTBALL 730-11P @ \$250
09/27/16 3:37 PM	Christopher Koutsouflakis	REVISED LINES 12,16
09/16/16 9:39 AM	TREVOR HEATON	LN 12 NA: 1X TUE 10/4 TP PRG CHG OFFR: 1X WED 10/5 LATE NEWS 10-11P @ \$500
09/13/16 5:08 PM	Christopher Koutsouflakis	LN 16 NA: 1X SUN 10/9 DT PRG CHG OFFR: 1X FRI 10/7 LATE NEWS 10-11P @ \$500
09/06/16 4:16 PM	TREVOR HEATON	New Order for HFA pls confirm ASAP
		LN 2 PLS ADVISE ON TP CHG. AMERICAS COURT IS FROM 1-2P
08/31/16 11:23 AM	Christopher Koutsouflakis	LN 5 NEW LUR IS @ \$125
08/26/16 5:29 PM	TREVOR HEATON	Separation: 30
08/26/16 5:29 PM	TREVOR HEATON	Separation: 30

## Competitive Information

Market Budget:	\$335,167
WPGH Share:	9%
Comment:	
KDKA:	37%
WPCW:	3%
WPNT:	1%
WPXI:	26%
WTAE:	24%

## Daypart Summary

Day/Time	% Distrib	Spots	Dollars	CPP	GRP
	100%	62	\$30,165.00	\$189.96	158.8
<b>Total</b>	<b>100%</b>	<b>62</b>	<b>\$30,165.00</b>	<b>\$189.96</b>	<b>158.8</b>

## Monthly Summary

Month	Spots	Dollars
2016-Oct	62	\$30,165.00
<b>Total</b>	<b>62</b>	<b>\$30,165.00</b>

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<b>CPE:</b> 278/295/5288	<b>Flight:</b> 10/4/16 - 10/10/16	<b>Station:</b> WPGH	<b>Total Spots:</b> 62
<b>Agency:</b> GMMB	<b>Advertiser:</b> CLINTON, HILLARY	<b>Market:</b> Pittsburgh	<b>Total CPM:</b> \$189.96
<b>GMMB 3050 K ST NW</b>	<b>Product:</b> TV	<b>Office:</b> WASHINGTON	
<b>WASHINGTON DC 20007</b>			
<b>Agency Order #:</b> 5330673	<b>Buyer:</b> Gilroy, Maura	<b>Primary Demo:</b> Adults 35+	<b>Total GRP:</b> 158.8
<b>Salesperson:</b> TREVOR HEATON	<b>202-955-5342</b>	<b>Con Type:</b> POLITICAL/VOTE	<b>Traffic #:</b> 2616734
		<b>Assistant:</b> TREVOR HEATON	<b>Separation:</b>
		<b>202-955-5342</b>	

## Transaction History

Trans	Created/Received	Created by	Status	Spot+	Spot-	\$ Chg	Contract \$	Comment
Revision	9/28/16 1:27 PM	TREVOR HEATON	Confirmed	1		\$8,375.00	\$38,540.00	Changes: Calculated Dollars from \$30,165.00 to \$38,540.00. Total CPM from \$189.96 to \$235.29. Competitive Market Budget from \$335,167 to \$428,222. Total \$ from \$30,165.00 to \$38,540.00. User Entered \$ from \$30,165.00 to \$38,540.00. Total Spots from 62 to 63. Total GRPs from 158.8 to 163.8. Comments from revised lines 3,20,22,25, NCIT. to revised lines 6-9 to clear, added line 26 revised total \$38,540 (+\$8375). 5 buylines added or modified.
Revision	9/27/16 5:08 PM	TREVOR HEATON	Confirmed	2		\$0	\$30,165.00	Changes: Total Spots from 60 to 62. Total GRPs from 159.0 to 158.8. Total CPM from \$189.72 to \$189.96. Comments from REVISED LINES 12,16 to revised lines 3,20,22,25, NCIT. 5 buylines added or modified.
Makegood 3	9/27/16 3:37 PM	Christopher Koutsoulakis	Confirmed			\$0	\$30,165.00	Changes: Total CPM from \$189,359.70 to \$189,716.98.
Revision	9/16/16 9:39 AM	TREVOR HEATON	Confirmed			\$0	\$30,165.00	Changes: Total GRPs from 159.3 to 159.0. Total CPM from \$189.36 to \$189.72. Comments from New Order for HFA pls confirm ASAP to REVISED LINES 12,16, 3 buylines added or modified.
Makegood 2	9/13/16 5:08 PM	Christopher Koutsoulakis	Confirmed			\$0	\$30,165.00	Changes: Total GIMPs to 159. Total CPM from \$0.00 to \$189,359.70.
Revision	9/6/16 4:16 PM	TREVOR HEATON	Confirmed	2		\$0	\$30,165.00	Changes: Total CPM from \$190.80 to \$189.36. Total Spots from 58 to 60. Total GRPs from 158.1 to 159.3. 4 buylines added or modified.
Makegood 1	8/31/16 11:23 AM	Christopher Koutsoulakis	Confirmed			\$0	\$30,165.00	
Queued for Electronic Contracting	8/30/16 4:03 PM					\$0	\$0	
Revision	8/26/16 5:29 PM	TREVOR HEATON	Confirmed			\$0	\$30,165.00	Changes: Total GRPs from 157.3 to 158.1. Total CPM from \$191.77 to \$190.80. User Entered \$ from \$0.00 to \$30,165.00. Comments from Separation: 30 to New Order for HFA pls confirm ASAP. 5 buylines added or modified.
New	8/26/16 4:11 PM	TREVOR HEATON	New	58		\$30,165.00	\$30,165.00	

**Non-Discrimination Policy** PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSIONS REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES, CONSISTENT WITH THIS ORDER, KATZ MEDIA GROUP (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.